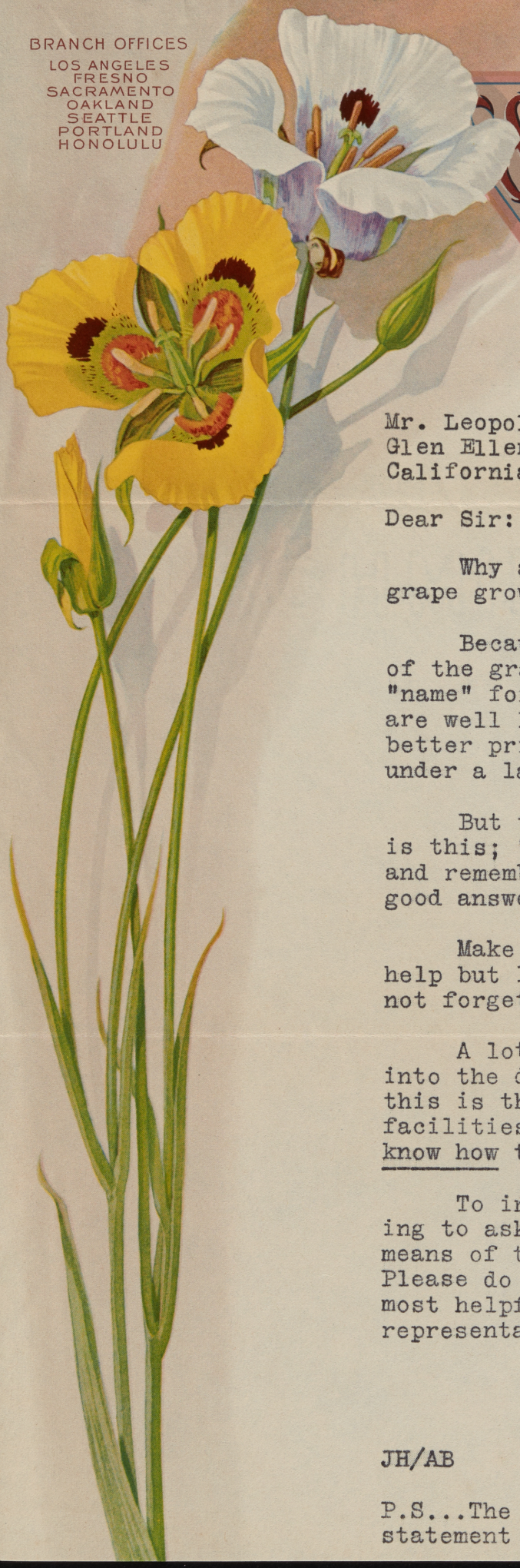

BRANCH OFFICES
LOS ANGELES
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Schmidt LITHOGRAPH CO

General Offices and Factory
461-499 Second Street
San Francisco, Cal.

General Offices
and Factory
461-499 Second Street
San Francisco, Cal.
Phone
Douglas 200

March 6, 1928.

Mr. Leopold Justi,
Glen Ellen,
California.

Dear Sir:

Why are good labels so profitable to juice grape growers?

Because - as in the good old days - the juice of the grape still depends almost entirely on "name" for building up demand. Juice grapes that are well labeled always find a readier market and better prices. Buyers confidently choose grapes under a label they remember.

But the important question you want answered is this; "How can juice grape buyers be made to see and remember my label?" To this there is only one good answer;-

Make your label so attractive that they cannot help but look at it - so interesting that they cannot forget it!

A lot of thought and clever art work must go into the design of these juice grape labels; and this is the point at which our experience and facilities insure you against disappointment. We know how to do it!

To inform you fully on this subject we are going to ask you to give us a little information by means of the enclosed addressed and stamped card. Please do this at once, and we will respond in the most helpful manner possible. If desirable, our representative will call on you personally.

Very truly yours,
SCHMIDT LITHOGRAPH COMPANY

JH/AB

P.S...The enclosed samples will back up every statement in this letter. Mail the card today.